

Sales of Class 1 Market Milk Products

- ◆ Total sales of Class 1 market milk products in California during 1998 amounted to approximately 746.4 million gallons. This included 294.7 million gallons of fluid whole milk, 230.8 million gallons of fluid reduced fat milk, 94.8 million gallons of fluid lowfat/light milk, 114.5 million gallons of fluid skim/nonfat milk, and 11.3 million gallons of half-and-half.
- ◆ Between 1997 and 1998, total Class 1 sales decreased 0.8 percent. Sales of fluid whole and reduced fat milk decreased 1.5 percent and 4.6 percent respectively. Sales of fluid lowfat/light milk and fluid skim/nonfat milk increased 10.0 percent and 0.5 percent respectively.

In 1997, Assembly Bill 440 (AB 440) was passed to bring California milk labeling into compliance with federal requirements, along with updating specific milk standards to conform with the 1996 Federal Farm Bill. Among other things, AB 440 makes the following changes:

- ◆ "Lowfat 2% milk" is referred to as "reduced fat milk".
- ◆ "Lowfat 1% milk" is referred to as "lowfat milk" or "light milk".
- ◆ Adds "fat-free milk" as an alternative to "skim milk" and "nonfat milk".

Class 1 Sales

**Table 12. Sales of Class 1 Market Milk Products
in California, by Years, 1994-1998 ^{1/}**

Year	Whole Milk	Reduced-Fat Milk	Lowfat/Light Milk	Skim/Nonfat Fat-Free Milk	Subtotal Beverage Milks	Half and Half	Total Class 1 ^{2/}	Total Class 1 Milk Change From Prior Year
Thousand Gallons								
1994	316,262	264,565	70,936	92,669	744,431	10,596	755,414	0.7
1995	307,036	248,229	78,693	102,510	736,468	10,154	747,158	-1.1
1996	306,642	246,615	79,007	108,436	740,700	10,584	752,299	0.7
1997	299,163	242,075	86,129	113,979	741,345	10,637	752,491	0.0
1998	294,670	230,819	94,754	114,546	734,789	11,324	746,409	-0.8
1995								
January	26,559	22,200	6,332	8,315	63,406	854	64,281	1.9
February	23,687	19,949	5,807	7,742	57,184	778	58,001	-1.8
March	26,922	22,835	6,805	9,075	65,637	905	66,564	0.6
April	24,452	20,135	6,290	8,165	59,043	818	59,900	-3.5
May	25,693	20,947	7,144	9,052	62,836	853	63,736	1.2
June	25,513	20,195	6,488	8,631	60,827	827	61,694	1.1
July	25,191	19,493	6,043	8,036	58,763	787	59,595	-1.8
August	26,075	20,212	6,304	8,280	60,870	821	61,743	-2.5
September	26,297	21,337	7,078	9,046	63,758	792	64,606	-1.6
October	25,942	20,892	7,086	9,028	62,948	840	63,857	-1.1
November	24,958	19,935	6,762	8,682	60,336	920	61,311	-2.1
December	25,747	20,100	6,554	8,459	60,859	961	61,871	-3.5
1996								
January	25,662	21,025	6,733	9,173	62,593	870	63,528	-1.2
February	24,505	19,981	6,318	8,802	59,606	857	60,520	4.3
March	26,243	21,296	6,794	9,563	63,896	900	64,873	-2.5
April	25,314	20,287	6,430	8,971	61,002	887	62,015	3.5
May	25,610	21,004	6,683	9,272	62,569	880	63,551	-0.3
June	24,885	19,624	5,979	8,399	58,887	839	59,816	-3.0
July	26,197	20,150	6,109	8,431	60,887	874	61,860	3.8
August	26,309	20,459	6,275	8,563	61,606	850	62,556	1.3
September	25,348	20,542	6,781	9,176	61,847	827	62,782	-2.8
October	26,211	21,514	7,161	9,785	64,671	922	65,690	2.9
November	25,129	20,574	6,892	9,355	61,950	924	62,933	2.6
December	25,229	20,160	6,851	8,946	61,187	955	62,175	0.5
1997								
January	25,334	20,545	7,391	9,647	62,918	859	63,824	0.5
February	22,815	18,616	6,687	9,001	57,119	819	57,982	-4.2
March	25,481	20,735	7,433	9,970	63,619	898	64,578	-0.5
April	24,119	19,740	7,158	9,461	60,478	869	61,410	-1.0
May	25,029	20,540	7,551	9,932	63,052	865	63,967	0.7
June	24,334	19,500	6,552	8,995	59,381	816	60,259	0.7
July	25,373	20,067	6,468	8,824	60,733	875	61,650	-0.3
August	25,742	20,187	6,762	8,969	61,660	835	62,533	0.0
September	25,543	20,721	7,749	10,015	64,028	853	64,906	3.4
October	25,661	21,063	7,902	10,310	64,936	929	65,906	0.3
November	24,181	19,818	7,176	9,482	60,657	976	61,650	-2.0
December	25,551	20,543	7,301	9,370	62,765	1,042	63,826	2.7
1998								
January	25,085	19,985	8,028	9,878	62,976	898	63,894	0.1
February	23,221	18,173	7,560	9,204	58,158	860	59,044	1.8
March	25,080	20,053	8,503	10,236	63,872	940	64,842	0.4
April	23,897	18,731	7,755	9,356	59,739	919	60,688	-1.2
May	24,135	19,154	8,171	9,787	61,247	925	62,205	-2.8
June	24,405	18,880	7,516	9,197	59,998	950	60,976	1.2
July	24,693	18,887	7,248	8,892	59,720	912	60,649	-1.6
August	24,501	18,844	7,294	8,880	59,518	880	60,431	-3.4
September	24,712	19,498	8,298	9,933	62,441	927	63,392	-2.3
October	25,324	20,038	8,644	10,289	64,295	981	65,292	-0.9
November	23,689	18,611	7,773	9,362	59,435	999	60,453	-1.9
December	25,929	19,964	7,964	9,533	63,390	1,133	64,542	1.1

^{1/} Monthly totals may not add to annual totals due to rounding.

^{2/} Miscellaneous Class 1 Products are included in the total.

Class 1 Sales, by Marketing Area

**Table 13. Sales of Selected Class 1 Products in California
by Marketing Areas, 1994 - 1998**

Products and Marketing Areas	Sales				
	1994	1995	1996	1997 ^{1/}	1998 ^{1/}
	Gallons				
Whole Milk					
Northern California	90,271,488	86,044,276	84,976,524	106,205,641	109,128,650
South Valley	21,152,344	24,027,799	23,499,211		
Southern California	204,837,829	196,964,263	198,166,179	192,957,002	185,541,612
State Total	316,261,661	307,036,338	306,641,914	299,162,643	294,670,262
Reduced Fat Milk					
Northern California	93,418,980	85,409,844	84,394,162	98,460,584	97,896,216
South Valley	15,666,187	17,132,611	16,749,097		
Southern California	155,479,816	145,686,077	145,471,703	143,614,302	132,922,404
State Total	264,564,983	248,228,532	246,614,962	242,074,886	230,818,620
Lowfat/Light Milk					
Northern California	35,619,028	37,611,099	35,858,719	45,769,013	47,968,093
South Valley	4,739,879	6,095,264	6,350,843		
Southern California	30,577,081	34,986,622	36,797,372	40,360,013	46,785,488
State Total	70,935,988	78,692,985	79,006,934	86,129,026	94,753,581
Skim/Nonfat/Fat Free Milk					
Northern California	33,663,353	36,992,136	38,297,217	46,390,276	47,862,174
South Valley	4,031,725	5,518,385	5,797,965		
Southern California	54,973,762	59,999,196	64,340,889	67,588,380	66,684,238
State Total	92,668,840	102,509,717	108,436,071	113,978,656	114,546,412
Beverage Milks Subtotal					
Northern California	252,972,849	246,057,355	243,526,622	296,825,514	302,855,133
South Valley	45,590,135	52,774,059	52,397,116		
Southern California	445,868,488	437,636,158	444,776,143	444,519,697	431,933,742
State Total	744,431,472	736,467,572	740,699,881	741,345,211	734,788,875
Half-and-Half					
Northern California	5,634,260	5,412,156	5,453,088	5,704,675	5,836,994
South Valley	359,402	432,872	392,038		
Southern California	4,602,640	4,309,396	4,739,237	4,931,893	5,486,791
State Total	10,596,302	10,154,424	10,584,363	10,636,568	11,323,785
Other					
Northern California	303,168	315,050	716,868	422,038	257,180
Southern California	83,553	220,479	297,763	87,141	39,515
State Total	386,721	535,529	1,014,631	509,179	296,695
Total Class 1					
Northern California				302,952,227	308,949,307
Southern California				449,538,731	437,460,048
State Total	755,414,495	747,157,525	752,298,875	752,490,958	746,409,355

^{1/} As a result of the decisions of the October 1996 consolidation hearings, the South Valley and Northern California marketing areas were combined into one Northern California marketing area.

Chart 5

**Sales of Class 1 Market Milk Products in California
1994 to 1998**

